

ISS Omni RMS Case Study

Cultivating talent pools to
nurture relationships, build
networks and fill roles.



omni
talent is everything

Building Talent Communities for sustainable relationships

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The Company

ISS, a leading workplace experience and facility management company, provides placemaking solutions to contribute to better business performance. From strategy through to operations, ISS partner with their clients to deliver places that work, think and give.

Proud to follow and set leading standards for the internal facility services industry, ISS are driven by their values with a dedicated commitment to their clients and the people and places they serve.

The Challenge

Previously ISS relied on over 120 agencies to source 50% of their candidates, all at a substantial cost which was unsustainable. They required a dedicated recruitment team with expertise in high-volume hiring and employer brand development across 13 business units. One of their key drivers was to access quality talent across sustainable talent pools, while reducing agency reliance and costs as well as providing better visibility and control with the use of technology.

ISS work with Omni RMS; a leading independent provider of resourcing transformation and outsourced recruitment services. Omni partnered with Hollaroo to address the challenges of recruiting in a cluttered market and to switch the ISS reactive recruitment approach to a more strategic proactive model; tapping into a huge unclaimed market of passive job seekers.

The Solution

ISS wanted to appeal to the modern applicant who is looking for transparency and integrity, building long-term sustainable relationships and ensuring they are not missing out on the brightest and best talent. They wanted a platform to engage with their talent and create a pipeline that the recruitment team could shortlist from for pending roles.

Hollaroo implemented their Talent Pipeline solution to include two communities; Open Talent for anyone that is interested in working at ISS and Qualified Talent which is managed as invitation only for pre-qualified candidates, collectively referred to as TalentPlace. The solution provides an adaptive experience for candidates based on their needs and current job seeking preferences, allowing them to have control over the type and frequency of content and messaging.

Active job seekers are taken through a registration process to input their preferences. They receive job alerts when new jobs match their criteria and are guided through tasks they should complete to have the best possible chance of finding a suitable role at ISS.

Passive candidates can browse the site to learn more about ISS with no pressure to actively engage with the platform and will receive an automated monthly newsletter with the latest news and current vacancies which will be tailored to their preferences.



Open & Qualified Communities

Open talent enables anyone with an interest in working for ISS, either now or in the future, to register their interest and learn more about the organisation and its opportunities. It is accessed from the career site, through social media channels and via recruitment campaigns and is open to everyone.

Qualified talent is an invitation-only community for candidates that the resourcing team have spoken to and are considered a good fit for the organisation. Qualified Talent members have direct access to recruiters and more tools to engage on the platform. Recruiters record notes and tags against these candidates to ensure they can be easily matched to future opportunities and to help them maintain their relationships.



Hollaroo adapts the candidate experience as needs and understanding evolve over time. Candidates shift from passive research to actively looking for a role. ISS can evaluate and qualify candidates, shifting them to a more gated community.

Proactive Approach to Recruitment

This proactive approach to recruitment recognises that ISS has a constant need for building talent pools. The solution will deliver up to three times more candidates than traditional methods by providing a space for learning and communication, separated from the hiring process. TalentPlace was created and integrated into ISS's ATS (Applicant Tracking System) to supply a seamless and adaptive candidate experience; passive job seekers are nurtured until the time is right for them to progress and active job seekers can apply and in the future will be tracked through TalentPlace.

Groups & Specialisms

All members of TalentPlace can express an interest in a job family/families. By joining groups, they will see news from that specific business area and qualified talent members can post questions or comments. Groups are vital for allowing members to engage with the platform, creating conversations as well as sharing jobs, relevant news and events. They can enhance diversity and inclusion by reaching out to underrepresented groups and build brand awareness and EVP among them.

Groups on the platform are not restricted to just business areas; they allow TalentPlace members to express interests in any number of areas. The launch of TalentPlace coincided with a Women in Engineering initiative at ISS, which is supported on the platform by a Women in Engineering Group. Further groups are in the process of being launched to support other inclusivity initiatives.

Candidates move from passive to active (and back) over time, either by direct choice or via suggestions based on behaviour in the platform.

The integration with the ATS system allows jobs to be automatically added into TalentPlace. Talent members can search for jobs within TalentPlace and the adaptive experience ensures jobs that meet their needs and preferences are highlighted to them, providing a completely seamless candidate experience. If the applicant is unsuccessful, they become a silver medallist and can easily be recycled back into TalentPlace for further nurturing.

“ The proactive approach to recruitment recognises the constant need for talent and will deliver up to three times more candidates than traditional methods by providing a space for learning and communication.

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Implementation & Go Live

TalentPlace was implemented by Hollaroo in just 10 weeks and is now firmly embedded into ISS. The system is run by the Omni RMS team, who are delighted with the post implementation phase where interested candidates are retained and cost effectively promoted to, supporting the ISS brand and their 'company of belonging' strategic initiative.

Hollaroo and the Omni RMS project team worked closely together throughout the implementation, with weekly team calls to keep the project on track and guide the Omni RMS team through the completion of the client workbook. Using guidelines and templates provided by Hollaroo the team were able to tailor the solution to ensure it met their specific needs. Hollaroo provided guidance on how to implement, strategise and leverage the Hollaroo platform to support their long-term business needs including methods to attract candidates into the talent pipeline as well as communicating and engaging with talent effectively and consistently once in the platform.

To assist with the transition to using Hollaroo Talent Pipelining, Hollaroo provided customised training and guides to the implementation team as well as to the recruiters. Recruiters now have access to an easily searchable talent pool and the tools to engage with the right talent at the right time.

“ Omni is focused on delivering innovative transformation solutions for resourcing teams and we're delighted to be working with Hollaroo to support ISS and their hiring needs. Hollaroo's solutions are allowing us to cultivate talent pools over time through continually nurturing relationships and building networks, this results in filling skills gaps more quickly, a better culture fit and retention and using current and former employees as brand ambassadors. This is a great solution for us to be able to offer ISS, and other organisations, across all industries. ”

Louise Shaw
Managing Director - Omni

Impressive Results

TalentPlace went live at the end of June 2023 and impressive results have already been achieved which will reduce time to hire and agency usage and, most importantly create a positive candidate experience. The solution allows ISS and Omni to cultivate their talent pools over time resulting in filling gaps more quickly.

Within two months of go live, through a combination of external campaigns and invitations sent to recent applicants, who had consented to stay in touch with ISS, TalentPlace had over 800 candidates engaging with the platform. The Senior Leadership at ISS have been very impressed with the high calibre of TalentPlace members for more senior roles and the team had their first applicant at interview stage within a month of go live.

Benefits

ISS can now build long term engagement with candidates who have looked at a specific job advert but did not meet their requirements. Previously they would have never returned to them.

With Diversity and Inclusion at the heart of their strategy, Hollaroo gives ISS a platform to build relationships with candidates who previously may have been attracted by their initiatives but were unable to find a suitable role at the time.

Over time, membership of the platform will give candidates a much better understanding of the culture and values of ISS ensuring a better culture fit, an increase in offer acceptances and retention rates and a reduction in cost per hire.

- Significantly reduces recruitment marketing spend and dependence on external advertising and sourcing tools.

- Reduces time to hire & improves application quality.
- Significantly reduces administration time with automated engagement, tailored to the candidate's specified preferences.
- Improved positive impact on the ISS employer brand, building commitment and high levels of trust.
- Enhances diversity and inclusion by reaching out to underrepresented groups.
- Builds brand awareness and EVP among target talent segments/groups.
- Builds an abundant pipeline ahead of need, transforming reactive recruitment to proactive.

Debbie Dobson, People & Culture Transformation Director at ISS said

“We are delighted with the addition of the TalentPlace platform through Omni's partnership with Hollaroo. Not only does it support our hiring requirements and deliver tangible benefits, it also enables more direct engagement with the talent marketplace to promote our brand and support our 'Company of Belonging' strategic initiative. We are really excited to see the results generated from this partnership.”

There's so much more to **Hollaroo**

Hollaroo provides Talent Community Platforms to forward-thinking businesses. We're helping to reduce bad hires, speed up onboarding and cut attrition rates.

We're a layer which wraps around your people across every stage of your business. From initial interest and engagement through to recruitment, onboarding and nurturing your internal and alumni communications. We're proud to transform relationships across your entire talent journey.

hollaroo reach people

Contact Us



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